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SAN DIEGO, CALIFORNIA 92101-7915  
TELEPHONE (619) 591-2900  
FACSIMILE (619) 231-6629  
www.dsmwlaw.com

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<b>To:</b> MAIL STOP AMENDMENT Commissioner for Patents P.O. BOX 1450 Alexandria, VA 22313-1450	<b>FACSIMILE NO.:</b> 571-273-8300	<b>TELEPHONE NO.:</b>
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<b>FROM:</b>	Bernard L. Kleinke, Esq.
<b>RE:</b>	Applicant: David R. Miller, et al. Title: HOUSEHOLD LEVEL SEGMENTATION METHOD AND SYSTEM Appl. No.: 09/872,457 Filing Date: June 1, 2001 Examiner: Corrielus, Jean M. Art Unit: 2162
<b>FILE NO.</b>	2174-101
<b>DATE:</b>	June 19, 2006

DESCRIPTION OF DOCUMENT, COMMENT OR SPECIAL INSTRUCTIONS:

NUMBER OF PAGES SENT: 26 (including cover sheet)

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JUN 19 2006

App. No. 09/872,457  
Amdt. Dated June 19, 2006  
Reply to Office Action of March 17, 2006  
Atty. Dkt. No. 2174-101 (formerly 041581-2002)**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: David R. Miller, et al.  
Title: HOUSEHOLD LEVEL SEGMENTATION  
METHOD AND SYSTEM  
Appl. No.: 09/872,457  
Filing Date: June 1, 2001  
Examiner: Corrielus, Jean M.  
Art Unit: 2162

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Date of Deposit: June 19, 2006

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AMENDMENT, Commissioner for Patents, P.O. BOX 1450,  
Alexandria, VA 22313-1450 at telephone No. 571-273-8200.Bernard L. Kleinke  
(Printed Name)  
(Signature)**REPLY AND AMENDMENT TRANSMITTAL**

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. BOX 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is:

☒ A Reply and Amendment in the above-identified application

☒ The Commissioner is hereby authorized to charge any additional fees which may be required either now or in the future regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. If any charges or fees must be paid in connection with the foregoing, concurrent or future communication (including, but not limited to, the payment of an extension fee or issue fees), or if any overpayment is to be refunded in connection with the above-identified application, any such charges or fees, or any such overpayment may be respectfully paid out of, or into, the Deposit Account No. 502635

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App. No. 09/872,457  
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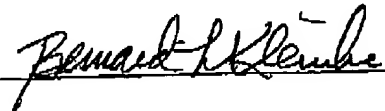
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Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Date: June 19, 2006

DUCKOR SPRADLING METZGER & WYNNE  
A Law Corporation  
401 West A Street, Suite 2400  
San Diego, California 92101-7915

By: 

Bernard L. Kleinke  
Attorney for Applicant  
Registration No. 22,123

Telephone No.: 619.231.3666  
Facsimile No.: 619.231.6629  
Email Address: [kleinke@dsmwlaw.com](mailto:kleinke@dsmwlaw.com)

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<p align="center"><b>CERTIFICATE OF MAILING BY FACSIMILE</b></p> <p>Date of Deposit: June 19, 2006</p> <p>I hereby certify that this correspondence is being facsimile transmitted on the date indicated above to the MAIL STOP AMENDMENT, Commissioner for Patents, P.O. BOX 1450, Alexandria, VA 22313-1450 at telephone No. 571-273-8300.</p> <hr/> <p align="center">Bernard L. Kleinke (Printed Name)</p> <p align="center"><i>Bernard L. Kleinke</i> (Signature)</p>
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**REPLY AND AMENDMENT**

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. BOX 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated March 17, 2006, please amend the above-identified application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.